



IRIS

INTELLIGENT ANALYTICS
PLATFORM

ENTERPRISE AI ANALYTICS

Transform your data into decisions.

AI-powered analytics, real-time monitoring, and domain-specific intelligence — built for enterprise and government.

IRIS is an enterprise-grade AI analytics platform that connects your data sources, builds a governed semantic layer, and delivers actionable insights through a conversational AI assistant, real-time dashboards, and domain-specific intelligence modules.

Designed for GCC and MENA enterprise clients, IRIS is deployed across government, telecom, banking, fire services, asset management, and mining — with each vertical receiving a purpose-built analytics experience on a shared, scalable core.

108
PLATFORM FEATURES

7
INDUSTRY VERTICALS

28
AI-POWERED MODULES

100%
ARABIC + ENGLISH

CORE PLATFORM CAPABILITIES



AI Assistant (Luma)

Natural language analytics, SQL generation, voice input, insight narration, and tenant-aware conversational intelligence.



LiveBoards

Real-time pinned dashboards with AI narrative per widget, SQL version history, and public sharing via secure token.



KPI Semantic Layer

Visual KPI designer, DB-driven dimensions, target tracking, multi-step approval workflow, and KPI catalog export.



Early Warning System

Multi-condition alert rules, anomaly detection (Isolation Forest), escalation chains, and alert analytics dashboard.



Data Quality Index

6-dimension DQI scoring: completeness, accuracy, timeliness, consistency, uniqueness, and validity with auto-recompute.



GIS & Geospatial

Google Maps integration, KPI heatmaps, choropleth layers, and AI-powered incident response with location scoring.

INDUSTRY VERTICALS

PURPOSE-BUILT MODULES FOR YOUR DOMAIN



Payment Fraud & AML

Banks · Fintech · Payment Processors



Emergency Operations

Fire Force · Civil Defence



Telecom & Roaming

MNOs · IVR Analytics · RoamIQ



Government PMO

Agencies · Programme Offices



Asset Management

Municipalities · Utilities · Maximo



Mining Operations
Production · Finance · Sustainability

FMCG & Retail
Sales · Distribution · Promotions ROI

ASR Voice Bot Analytics
AR+EN · Call Bots · Intent Intelligence

Agentic AI
Agent Builder · Governance · Audit

Advanced Analytics
Forecasting · Anomaly · XAI

● FLEXIBLE PRICING TIERS

IRIS CORE
Included in all subscriptions

- AI Assistant (Luma) — NL analytics & voice
- LiveBoards — real-time dashboards
- KPI Designer & Semantic Layer
- Data Connectors (DuckDB, PG, MySQL)
- GIS Maps, Audit Logs, RBAC
- Knowledge Base (RAG Q&A)

ENTERPRISE ADD-ONS
Advanced analytics & AI governance

- EWS Alerts & Anomaly Detection
- Forecasting (ARIMA/SARIMA + MLflow)
- Data Quality Index (6-dimension)
- KPI Approval Governance Workflow
- Agent Builder & AI Governance
- Composite Index Engine (PCA)

VERTICAL MODULES
Domain-specific intelligence

- Fraud Detection & AML Compliance
- Incident Response AI (KFF)
- IVR & Roaming Analytics (Telecom)
- Asset Lifecycle & RUL (Maximo)
- PMO Portfolio & Governance
- Mining Operations Intelligence

● WHY IRIS

< 3s
AI query response time

100%
Bilingual AR + EN interface

On-Prem
or cloud deployment options

RBAC
Role-based access & full audit trail